

Message Text

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SUBJ: IOWA IOGA TRADE MISSION

REF USDOC 18547

1. FIVE-MAN TRADE MISSION REPRESENTING IOWA STATE DEVELOPMENT COMMISSION (ISDC) AND THREE COMPANIES VISITED MELBOURNE NOV 20-24. POST EVALUATES VISIT AS SUCCESS FOR THOSE WHO PARTICIPATED BUT MUST RATE EXERCISE OVERALL AS HIGH COST-LOW BENEFIT IN TERMS OF POST MAN-HOURS DEVOTED TO IT, BECAUSE OF SMALL SIZE OF MISSION AS FINALLY CONSTITUTED AND BECAUSE OF TIME WASTED DUE TO THREE POSTPONEMENTS OF MISSION TRAVEL. THIS CRITICISM IN NO WAY RPT NO WAY REFLECTS ON HIGH CALIBER, CONDUCT, FRIENDLY, COOPERATIVE SPIRIT AND SERIOUS BUSINESS INTEREST OF THOSE WHO IN FACT FINALLY APPEARED. POST-MISSION COOPERATION WAS, WE BELIEVE, EXCELLENT AND MISSION MEMBERS SEVERAL TIMES EXPRESSED THEIR APPROVAL AND APPRECIATION OF POST'S EFFORTS ON THEIR BEHALF. BUT POST IS OBLIGED TO POINT OUT THAT, IN ITS VIEW, SEVERAL OF CRITERIA LAID DOWN FOR IOGA TM'S IN 10 FAM 373 WERE NOT RPT NOT MET IN THIS CASE. WE WOULD GLADLY REPEAT OUR EFFORTS FOR ANY AND ALL MEMBERS OF IOWA MISSION AND WILL FOLLOW UP ON ANY TRADE PROSPECTS THEY DEVELOPED, IF REQUESTED. BUT IN VIEW OF OUR STAFF LIMITATIONS, WE STRONGLY URGE THAT ALL FUTURE TRADE MISSIONS TO THIS AREA BE FULLY RECRUITED, IE, UP

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TO MAXIMUM OF 12 BUSINESSPERSONS, SO AS TO MAXIMIZE USE OF

OUR MANPOWER RESOURCES. SAME AMOUNT OF TIME, ENERGY AND MAN-HOURS EXPENDED ON BEHALF OF GROUP SEVERAL TIMES LARGE WOULD OBVIOUSLY HAVE YIELDED MUCH LARGER TRADE BENEFITS.

2. MISSION, AS IT REACHED MELBOURNE ON SATURDAY, NOV 20, CONSISTED OF MISSION LEADER MAX OLSON OF ISDC; MR FRANK LA DUE, PRESIDENT AND MR J WRIGHT, SPECIAL REPRESENTATIVE OF CONCRETE PIPE MACHINERY CO, SIOUX CITY; MR MARION ROBINSON, PRESIDENT, HOLCO INC, CLARION; MR MAYNARD BEYER, VICE PRESIDENT, IOWA MOLD AND TOOLING CO, GARNER. MISSION MEMBERS LISTED IN REFTEL WHO DID NOT ARRIVE WERE MESSRS. PERGAKIS, TAILOR, VOORHEES AND WOODKE. BELIEVE COMMERCE AWARE OF REASONS FOR NO-SHOWS. POST REALIZES THAT IN AT LEAST TWO INSTANCES, NO-SHOWS WERE UNFORESEEABLE AND DUE TO CIRCUMSTANCES BEYOND INDIVIDUAL'S CONTROL.

3. MISSION WAS MET AT AIRPORT BY COMMERICAL SPECIALIST MICHAEL RYSSNBEEK AND ESCORTED TO HOTEL WHERE MET BY POST ECONOFF JAMES CURRAN FOR BRIEFING SESSIONS. COMPREHENSIVE INDIVIDUAL PROGRAM FOR EACH MEMBER FOR NOV 22 AND 23 AND OFFICIAL COCKTAIL RECEPTION FOR NOV 23 HAD BEEN ORGANIZED IN ADVANCE BY POST AND LOCALLY-ENGAGED TM SECRETARY WHO COMMENCED FULL-TIME WORK ON NOV 8 IN POST'S OFFICE FOR USE OF BUSINESS VISITORS. RECEPTION CO-HOSTED BY CONSUL GENERAL AND TRADE MISSION. GUESTS INCLUDED SOME 60 STATE GOVT, CIVIC AND BUSINESS LEADERS INCLUDING HON IAN SMITH, STATE MIN AGRICULTURE (REPRESENTATING STATE PREMIER) AND LORD MAYOR OF MELBOURNE, COUNCILLOR OSBORNE. PRESS INTERVIEW WAS ARRANGED FOR MISSION LEADER WITH SENIOR FINANCE REPORTER OF MELBOURNE HERALD(CIRC 450,000/DAY). COPY OF FULL PROGRAM AND PRESS REPORT BEING POUCHED TO OIM/SILLOWAY. FEEDBACK FROM TM MEMBERS WAS ALL GOOD; POST ARRANGED VALUABLE CONTACTS FOR LA DUE AND ROBINSON. WHEN WE LEARNED THAT IOWA MOLD AND TOOLING ALREADY HAD AUSTRALIAN AGENT, WE NOTIFIED ALL PERSONS FOR WHOM WE HAD MADE APPOINTMENTS WITH HIM THAT THEY SHOULD GO THROUGH THE LOCAL AGENT. POST IS CONFIDENT TM LEFT MELBOURNE COMPLETELY SATISFIED WITH STANDARD OF MELBOURNE ORGANIZATIONS AND PROGRAM.

4. WITH REGARD 10 FAM 373 CRITERIA, FOLLOWING COMMENTS MAY UNCLASSIFIED

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BE HELPFUL:

A. PRODUCTS REPRESENTED, THOUGH FEW IN NUMBER, WERE NOT RPT NOT "HOMOGENOUS GROUP WITHIN ONE PRODUCT THEME", BUT A HETEROGENEOUS GROUP WHOSE ONE COMMON DENOMINATOR APPEARED TO BE "IOWA MANUFACTURER." ADDITION OF THE NO-SHOWS WOULD ONLY HAVE VARIED THE MIXTURE MORE. CONSEQUENTLY, EACH TM MEMBER REQUIRED A TAILOR-MADE PROGRAM OF APPOINTMENTS

DIFFERENT FROM EVERY OTHER. MISSION, AS WHOLE, LACKED ANY COMPREHENSIVE THEME. WE BELIEVE ISDC WOULD HAVE BEEN BETTER OFF TO CONCENTRATE ON ONE LARGE INDUSTRY.

B. THERE WAS, UNFORTUNATELY, NO RPT NO ADVANCE MAN FROM COMMERCE. WE BELIEVE THE INDUSTRY ADVANCE MAN'S WORK WOULD HAVE BEEN MUCH MORE EFFECTIVE IF COMMERCE HAD PROVIDED ONEM

C. ADVANCE MAN'S WORK WAS, OF COURSE, BADLY HANDICAPPED BY UNCERTAINTIES AS TO WHO WOULD FINALLY BE TM MEMBERS. OF TEN FIRMS HE NAMED AND WHOSE LITERATURE HE PROVIDED, ONLY THREE APPEARED. RECRUITMENT DIFFICULTIES EVIDENTALLY WERE ROOT CAUSE OF POSTPONING ETA FROM AUGUST TO SEPTEMBER TO OCTOBER TO NOVEMBER. ONE RESULT OF THIS CONFUSED SITUATION WAS THAT POST ONLY RECEIVED MISSION BROCHURES FROM IOWA WEEK BEFORE MISSION'S ETA, COULD NOT MAIL THEM OUT FAST ENOUGH TO BE USEFUL SO HANDED THEM OUT AT NOV 23 RECEPTION. SAME LACK OF CERTAINTY ALSO RESULTED IN NO RPT NO COMMITMENTS OF FUNDS BY ADVANCE MAN. POST MADE FAIRLY DETAILED ARRANGEMENTS WITH HOTEL AND LOCAL BUSINESS ORGANIZATION TO PROVIDE RECEPTION AND FACILITIES, ALL OF WHICH WERE FINALLY CHANGED, MISSION'S DAILY PROGRAM WAS ENTIRELY DEVELOPED BY POST AFTER ADVANCE MAN'S DEPARTURE. WE BELIEVE ADVANCE MAN'S VISIT SHOULD HAVE BEEN POSTPONED UNTIL RECRUITMENT PROBLEMS HAD BEEN SOLVED.

5. DESPITE ORGANIZATIONAL PROBLEMS DESCRIBED ABOVE, POST LOOKS FORWARD TO MANY MORE TMs IN FUTURE AS THEY ARE EXCELLENT VEHICLE NOT ONLY FOR PROMOTION AND SALE OF PRODUCTS OF INDIVIDUAL US FIRMS BUT ARE OF GREAT ASSISTANCE TO POST IN BUILDING UP GENERAL UNDERSTANDING AND COMMUNICATION BETWEEN BUSINESS PEOPLE OF AUSTRALIA AND USA.

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